

LIFESTYLE

CASE STUDY



WE MAKE YOU
STAND OUT

Reebok
NANO X1

THE OFFICIAL SHOE OF
ANYTHING

Client:

REEBOK SEA





Background

Reebok International Ltd., headquartered in Boston, MA, USA, is a leading worldwide designer, marketer and distributor of fitness and lifestyle footwear, apparel and equipment.

An American-inspired global brand, Reebok is a pioneer in the sporting goods industry with a rich and storied fitness heritage.

In 2021, Reebok SEA partnered with Midas PR as the official social media agency for Thailand, Vietnam, and Indonesia.

Approach

Responsible for Reebok's monthly social media content plan, Midas received global assets and content direction from Reebok SEA HUB and localized them according to each market's specifics and requirements. Our team came up with social media copies for various product launch campaigns on a monthly basis and made sure the brand's presence on social media are felt by its target audience. We monitor performance of each post and provide timely feedback for any problem arised.

Besides content, the agency also spearheaded community management and moderation. This covers crafting replies to comments/messages and daily escalations for other issues that need the brand's attention.



Approach



@just.yumi - ID



@andreventure - ID



@hanagianganh - VN



@lyiee - VN

Throughout the 2 year collaboration, Midas engaged and managed numerous KOL campaigns for Reebok's key and well known products, including Club C Legacy, Zig Kinetica II, Nano X1 and Nano X1 Adventure, etc. We've worked with a variety of KOLs from sportsmen, artists, actors, YouTubers, as well as general lifestyle influencers. From proposing KOL selections to negotiating terms and scope of work, handling product seeding logistics, managing their contents and performance reports, we've done it all.

Results

In 20 months of collaboration with Reebok, we have achieved:

- ✓ Almost **1500+** social copies and stories localized scheduled in 3 languages (VN, ID, TH)
- ✓ **4** key product campaigns executed including KOL engagement, content ideation and localization and customer activation and across 3 countries
- ✓ **23%** increase in page followers (all organic)



19 MAR LAUNCH - IGS - VIDEO (Follow Global Timing and dates)



ZX FURY IS ___ COLLAB FOR REEBOK IN THE A TO ZX SERIES?

A) 15th

B) 26th

C) 20th

ZX Fury là lần collab thứ mấy trong sê-ri A to ZX?

- A) 15
- B) 26
- C) 20

14 MAR SINGLE IMAGE (STATIC)



FB COPY:

Make your me time as important as your work time. Find balance in the grind and keep bringing it in the the Club C Legacy Calm.

=

Đừng mãi mê cây cuốc mà quên mất bản thân!! Tìm lại cân bằng giữa bận bịu lo toan với Club C Legacy "Calm" 😊

👉 Mua ngay tại các cửa hàng TP. HCM và website của Reebok từ hôm nay!! <https://www.reebok.com.vn/club-c-legacy.html>

🔔 Sẽ có mặt tại Hà Nội từ 17.03

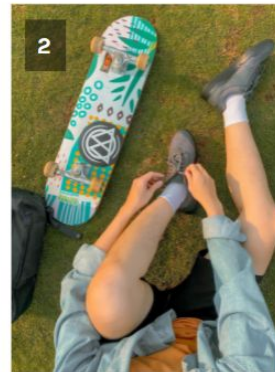
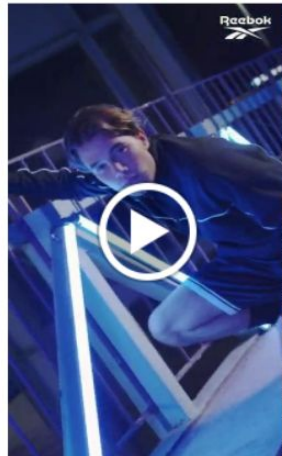
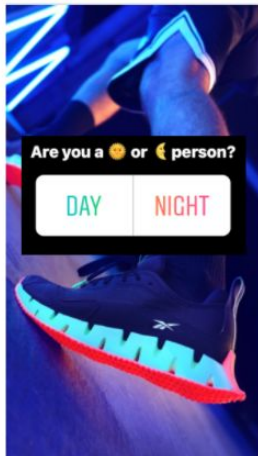
#Reebok #ClubC #ReebokVietnam



Social feed posts

IGS engagement

TEASER - IGS



26 MAR - 20.00 - THIEN BAKA MULTI STATIC (IMAGE)

Caption:

Có một sự thật mà Thiên Baka @thien.baka! mới phát hiện ra, đó là nắng chiều ở Sài Gòn không những đẹp mà còn có tác dụng vực lại tinh thần và khơi thông óc sáng tạo! Thử dành một buổi chiều Chủ nhật đón ánh nắng "khung giờ vàng" trong đôi giày Club C Legacy ưa thích xem cách này có hiệu quả với bạn không nhé!

Còn thứ Bảy này thì hãy chill cùng Thịnh Suy và Pay trong đêm nhạc Club C Legacy tại cửa hàng Reebok Aeon Bình Tân nhé! Nhiều phần quà hấp dẫn đang chờ đón bạn rinh về đâyyy

📍 Mua ngay Club C Legacy tại các cửa hàng Reebok: <https://reebk.co/6183HWW0x>

📍 Hoặc online: <https://reebk.co/6180Hsjql>

KOL engagement